GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA

UNSTARRED QUESTION NO:3348
ANSWERED ON:22.03.2017
Generation of Revenue from Advertisement
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Will the Minister of RAILWAYS be pleased to state:

(a) whether the Railway has appointed any global consultancy firm to assist them in mopping up advertising revenue in the next few years;

(b) if so, the terms and conditions of the agreement and the details of areas, in which the firm is likely to guide Railway to generate revenues; and

(c) the details of views suggested by the consultancy firm and the action taken by the Railways on those points.

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS
(SHRI RAJEN GOHAIN)

(a) & (b): Ministry of Railways has appointed RITES, a Railway Public Sector Undertaking as consultant for increasing non-fare revenue which has appointed Ernst & Young as Professional Media Market Evaluation Agency (PMMEA). The main deliverable for them are, inter alia:
? To undertake assessment of specific advertisement value of existing and possible new Static and Mobile Assets, which includes sample assets spread across all 16 Zonal Railways representing all categories of stations and trains.

? To assess the sensibilities of the market and reactions towards the advertising potential of the static and mobile assets of the IR through PMMEA.
? Realistic assessment of advertisement revenue potential for IR in various horizon years to be validated by actual earnings accrued by formulating a Pan - India Railway Commercial Publicity Revenue Enhancement Scheme (PIRCPRES) involving select static and mobile assets to ascertain the veracity of the assessment exercise.
? An effective strategy for optimal exploitation of the advertisement potential on IR, including preparation of creative template concepts /designs for identified products.
? Detailed Modus Operandi for implementation, including formulating a standard catalogue of category wise Guard Rules and preparation of Standard Bid documents/RFP, creation of websites for e-tendering etc.
? Provide hand holding support in preparation of bid documents for e-tendering, bid process management of PIRCPRES leading to successful award of contracts, including pre-bid suggestions /views from potential bidders.
(c): Based on the inputs of the consultants, the bid process has started with the objective of augmenting Non-Fare Revenue.
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